

PROGRAMR	OWNERS
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Eurocinema	Private
Fashion & Design Television (FAD)	Anthony Guccione II Unaffiliated with cable operator (Second Annual Competition Report)
Fashion Network (formerly Fashion & Style Network)	Private - James Deutch Unaffiliated with cable operator (Second Annual Competition Report)
Fitness Interactive Television (formerly FXTV Fitness and Exercise Television)	Fitness Interactive Unaffiliated with cable operator (Second Annual Competition Report)
Florida's News Channel	Private
Fox News Network	Fox / News Corp. Unaffiliated with cable operator
Gaming Entertainment Television	Private - Total Communications Programs Unaffiliated with cable operator (Second Annual Competition Report)
GETv Program Network	Total Communication Programs, Inc. Unaffiliated with cable operator.
Global Village Network	Private - Gloria Borland Unaffiliated with cable operator (Second Annual Competition Report)
Golden American Network	Private Unaffiliated with cable operator (Second Annual Competition Report)
Gospel Network, The	Private Unaffiliated with cable operator (Second Annual Competition Report)
GoTV	
Hobby Craft Network	Private Unaffiliated with cable operator (Second Annual Competition Report)
Home Improvement TV Network	Private
Horizons Cable	PBS / WGBH-TV, Boston / WNET-TV New York Unaffiliated with cable operator (Second Annual Competition Report)

PROGRAMR	OWNERS
Interactive Channel, The	IT Network; Source Media, Inc.
Jackpot Channel, The	Neville Gerson / Nicholas Hollander Unaffiliated with cable operator (Second Annual Competition Report)
Kid City	Children's Television Workshop
Love Network, The	Private Unaffiliated with cable operator (Second Annual Competition Report)
MBC Movie Network, The	Minority Broadcasting Corp. of America Unaffiliated with cable operator (Second Annual Competition Report)
Merchandise Entertainment Television	Unaffiliated with cable operator (Second Annual Competition Report)
Military Channel, The	Private
My Pet TV	Nightwing Entertainment Groups Inc. and The Humane Society of the U.S.
Native American Nations Network	Private
New Science Network	New Science Network Unaffiliated with cable operator (Second Annual Competition Report)
Outlet Mall Network, The	Private
Parent Television	Private Unaffiliated with cable operator (Second Annual Competition Report)
Parenthood Television	Private
Parenting Satellite Television Network	Cambridge Research Group / Motion Masters Unaffiliated with cable operator (Second Annual Competition Report)
Penthouse Pay-Per-View	Penthouse Enterprises
Pet Television Network, The	Brandon Chase / Jerry Golod - Private Unaffiliated with cable operator (Second Annual Competition Report)
Premiere Horse Network	Private Unaffiliated with cable operator (Second Annual

PROGRAMR	OWNERS
	Competition Report)
Prime Life Network	Prime Life Inc. - Private Unaffiliated with cable operator (Second Annual Competition Report)
Real Estate Network, The	The Real Estate Network Unaffiliated with cable operator (Second Annual Competition Report)
Rock TV	Private
S-TV The Surfing Channel	Private
Sarasota Florida Newschannel	
Seminar TV Network (formerly The Seminar Channel)	Global Mind Network Unaffiliated with cable operator (Second Annual Competition Report)
Sewing & Needle Arts Network	NeddleArts Media Unaffiliated with cable operator (Second Annual Competition Report)
ShareTV	Private
Soap TV	Fifth Dimension Communications
South Florida Newschannel	Post-Newsweek Stations / Tribune
Space Network, The	TSN Communications
Technology Channel, The	Private - Technology Channel Inc. Unaffiliated with cable operator (Second Annual Competition Report)
Theater Channel, The	Private
Therapy Channel	Community People Press
TNZ / The Music Zone	Four-Sixteen Television
TRAX Television Network	Networks Development Corp. Unaffiliated with cable operator (Second Annual Competition Report)
TV5	Consortium de Television Quebec Unaffiliated with cable operator (Second Annual Competition Report)

PROGRAMR	OWNERS
A&E Entertainment Network	Unaffiliated with cable operator (Second Annual Competition Report)
Access Television Network	Private
Adam & Eve	Graff Pay-Per-View Unaffiliated with cable operator (Second Annual Competition Report)
Adultvision	Playboy Enterprises
America's Collectibles Network	Private
America's Health Network	Private / Providence Journal Unaffiliated with cable operator (Second Annual Competition Report)
America's Talking (will become MSNBC 7/96)	NBC / Microsoft Unaffiliated with cable operator (Second Annual Competition Report)
American Independent Network	Unaffiliated with cable operator (Second Annual Competition Report)
Arabic Channel	The Arabic Channel
Asian American Satellite TV	Unaffiliated with cable operator (Second Annual Competition Report)
Automotive Television Network / ATN	Global Television Network Unaffiliated with cable operator (Second Annual Competition Report)
Barker, The	Starnet
Cable TV Network of New Jersey	
Cable Video Store	Unaffiliated with cable operator (Second Annual Competition Report)
Canal De Noticias	NBC Unaffiliated with cable operator (Second Annual Competition Report)
Canal Sur	Unaffiliated with cable operator (Second Annual Competition Report)
Celtic Vision	Private
Channel America Television Network	Unaffiliated with cable operator (Second Annual Competition Report)
ChicagoLand Television News (CLTV)	Tribune

PROGRAMR	OWNERS
URU TV / The EarthCast Network	Universal Research Unlimited
WBIS+ (currently WNYV-TV)	ITT Corp. and Dow Jones & Co.
Wingspan	The Network Group
World Interactive Network	World Interactive Network / Sean P. O'Keefe / Private
Worldjazz	Clipping K.K. / Green Dolphin Media
Your Choice TV	Discovery Communications Inc.

## ATTACHMENT E

## LEASED ACCESS ANALYSIS

SYSTEM NAME	SERVICE	CHANNEL	CARRIAGE	ADVERTISING \$/MO	INSERTION	SUBSCRIBERS (AD INSERTABLE)	LEASED ACCESS FEE
<b>CO, DENVER</b>							
<b>METROPLEX:</b>	IX	27	Full	3,434		375,000	
	C-SPAN	26			No Insertion		
	E!	30	Full	11,666		100,000	
	VH-1	31	4a-4p(12)	See Comedy			
	Comedy	31	4p-4a(12)	8,207		375,000	
	CNBC	35	Full	16,011		375,000	
	Bravo	36			No Insertion		
	Court TV	42	Full	6,789		375,000	
	ESPN2	46	Full	7,993		375,000	
	QVC	47		34,875		375,000	
							-0.08332
<b>DC, WASHINGTON</b>							
	IX	43			No Insertion		
	Lifetime	52	Full	7,402		102,000	
	Learning Channel	53			No Insertion		
	Bravo	54			No Insertion		
	Weather Channel	55			No Insertion		
	Faith & Values	56			No Insertion		
	Program Guide	57	Full	357		102,000	
	VH-1	61			No Insertion		
	The Box	62			No Insertion		
							-0.08157
<b>CHICAGO, IL</b>							
	Headline News	33	Full	29,036		336,844	
	VH-1	35			No Insertion		
	Comedy	35			No Insertion		
	Faith & Values	43			No Insertion		
	CNBC	44	Full	23,219		360,844	
	Dating Channel	45	19 Hrs. Daily	11,635		415,000	
	The Box	70					
	C-SPAN	53			No Insertion		
	Bravo	79			No Insertion		
	E!	80			No Insertion		
							-0.03381

## LEASED ACCESS ANALYSIS

SYSTEM NAME	SERVICE	CHANNEL	CARRIAGE	ADVERTISING \$/MO	INSERTION	SUBSCRIBERS (AD INSERTABLE)	LEASED ACCESS FEE
<b>OK, TULSA</b>							
	C-SPAN	24			No Insertion		
	Discovery	32	8a-2a(18)	See VH-1		170,000	
	VH-1	32	2a-8a(6)	12,421		170,000	
	American Movie Classics	35			No Insertion		
	Bravo	35			No Insertion		
	Weather Channel	36	Full	7,314		170,000	
							-0.08765
<b>TX, HOUSTON</b>							
	VH-1	21	6a-3p(9)	See Comedy			
	Comedy	21	3p-6a(15)	2,106		115,000	
	Weather Channel	22		1,085		115,000	
	American Movie Classics	35			No Insertion		
	C-SPAN	35			No Insertion		
	CNBC	37	6a-7p(13)	See A&E			
	Arts & Entertainment	37	7p-6a(11)	3,645		115,000	
							-0.07983
<b>WA, SEATTLE</b>							
	FX	15			No Insertion		
	Lifetime	33	120 Hrs./Wk.	30,233		235,327	
	International	33			No Insertion		
	CNBC	34			No Insertion		
	Headline News	38	Full	14,177		235,327	
							-0.09444



## ATTACHMENT F

**BEFORE THE  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554**

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In the Matter of )

Implementation of Sections of the )  
Cable Television Consumer Protection )  
and Competition Act of 1992: )  
Rate Regulation )

Leased Commercial Access )  
\_\_\_\_\_)

MM Docket No. 92-266

CS Docket No. 96-60

**AFFIDAVIT OF CAMILLE JAYNE**

I, Camille Jayne, hereby depose and state:

1. I am the Senior Vice President of the Digital TV Strategic Business Unit of TCI Communications, Inc ("TCI"). I have been employed at TCI since January, 1996, and have been a marketing executive expert in launching and building successful product businesses since 1983.
2. I have responsibility for the product development of all Digital Video Cable services at TCI (which includes product concept, content and definition, customer segmentation and targeting, pricing, packaging, promotion and service delivery and fulfillment, and distribution channel selection).
3. I am familiar with the issues involved in the Commercial Leased Access NPRM. The issues and challenges of researching, understanding, developing, obtaining, and marketing the right service cannot be underestimated in terms of the science of building and retaining a solid customer franchise. The component of not only the right programming, but also the right

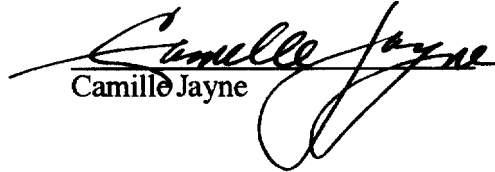
marketing/programming *mix*, is a fundamental, although not the exclusive, element in the ability to survive in the competitive marketplace. Making programming decisions involves not only selecting from existing services but developing new services as well.

4. Although there are many factors involved in programming decisions, if the programming, packaging and pricing are not responsive to subscribers' needs, it has a serious, negative impact on their perception of the value of our product/service. Customers simply will choose someone else. Having the right product, tiers and packages is a key element that will enable us to compete and survive in today's and tomorrow's increasingly competitive marketplace. Loss of programming control will significantly impact penetration and revenues. The investment we make in advertising, plant, equipment and new technologies will only be well spent if we have the right mix of content that appeals to very specific segments, which in turn will motivate them to buy our service.
5. Research demonstrates that niche programming services are particularly valued by customers in making purchase decisions. The ability to balance broadbased, mass audience programming with niche-oriented, diverse programming is one of the key components to the value of the cable system's offering. The ability to program is of critical value.
6. Putting undesirable programming in front of customers will result in lower usage rates, turning customers towards competitive offerings that better satisfy their programming interests (e.g. video rentals, DBS and wireless) and ultimately, increase disconnects.
7. It is my understanding that DBS and wireless do not have to provide leased access, which will put us at a competitive disadvantage. Because some DBS customers must make a significant up-front investment, it will be difficult to attract those customers to cable once they have switched to DBS.

8. If we do not have control over the programming in our tiers, we will be severely disadvantaged in our ability to attract and retain customers. The opportunity costs are great.

I declare under penalty of perjury that the foregoing is true and complete to the best of my information, knowledge and belief.

Date: 5-13-96

  
Camille Jayne

## ATTACHMENT G

# **Leased Access Programming Issues Survey**

## **Executive Summary & Percentage Results**

**- April, 1996 -**



**TALMEY-DRAKE**  
Research & Strategy, Inc.

## I. Methodology

In order to determine the reaction of customers to the FCC's proposed leased access regulations, Tele-Communications, Inc., commissioned Talmey-Drake Research and Strategy, Inc., to conduct a survey of cable subscribers in three of its systems: Washington, DC, the Denver Metroplex, and the Seattle area. Approximately three hundred subscribers were interviewed in each of the three systems (303 in DC; 303 in Denver; and 302 in Seattle). Interviews were conducted between April 24 and April 28, 1996. Random samples of 300 and 908 have worst case, 95% confidence intervals of plus or minus 5.7% and 3.3% respectively, about any one reported percentage.

## II. Overview

Customers in all three markets surveyed had extremely negative reactions toward the consequences of the proposed "leased access" regulations. Dropping the named channels<sup>1</sup> in order to add mostly home shopping channels and channels showing infomercials would both make them extremely angry and significantly decrease the value of their cable service. In addition, exactly one-quarter of respondents say they would *definitely* cancel their cable service if these regulations were to take effect.

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<sup>1</sup> Washington, DC channels: FX, Lifetime, The Learning Channel, Bravo!, The Weather Channel, Faith & Values, Character Generator, VH-1, The Box. Denver channels: C-Span, FX, E! Entertainment TV, VH-1 and the Comedy Channel, CNBC, Bravo!, Court TV, ESPN2, QVC. Seattle channels: FX, Lifetime and the International Channel, CNBC, CNN's Headline News.

In the new era of impending competition, the potential consequences of leased access are even greater: Over three-quarters of respondents would be inclined to switch their cable service from their current company to a competitor, if that competitor were not required to lease out channels.

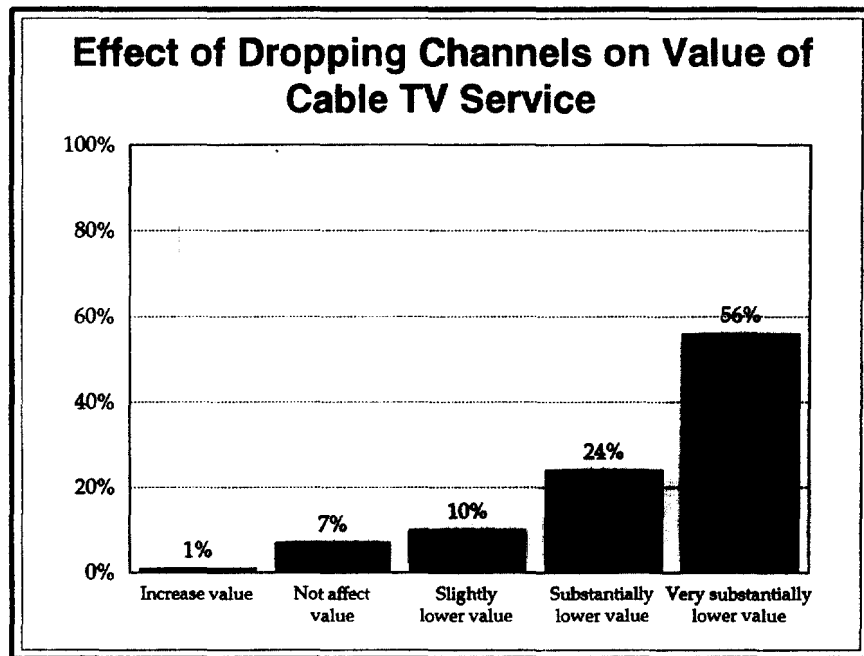
### **III. Program Genre Preferences**

When respondents were read a list of different genres of programming and asked whether there were too many, too few or about the right number of each genre on their cable TV line-up, with two exceptions, they felt that they presently received either the "right number," or even too few, channels of various programming genres. Over three-quarters of subscribers said they currently received either the right number or too few channels carrying sports, news, government affairs, and movies, among others. By contrast, only home shopping and infomercials stand out as the two genres customers felt were over-represented in the programming mix. Nearly half (49%) of respondents felt that there are too many home shopping channels, and a resounding three-quarters (76%) felt the same with regard to infomercials.



#### IV. Effect Dropping Channels Will Have on Value

When read the list of channels most likely to be replaced should the maximum allowable number of leased access channels actually be requested by independent programmers, over half of respondents said the value of their cable service would be *very* substantially lowered if these channels were dropped.

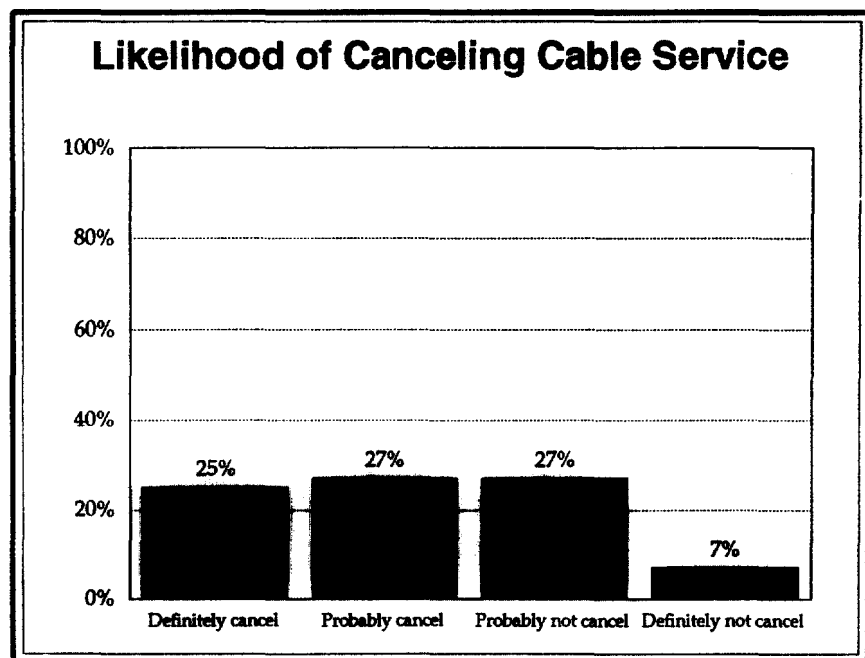


While it could be anticipated that a large percentage of subscribers would feel the value of their cable TV service would decrease if existing channels were dropped and replaced with channels showing mostly home shopping and infomercials, for 56% to say that value would be *very* substantially lowered is cause for alarm bells to sound. And when those who felt the value would be substantially lowered are added in, the result is a whopping 80% feeling that the value of their cable TV service would be either *very* substantially or *substantially* lowered as a result of leased access requirements.

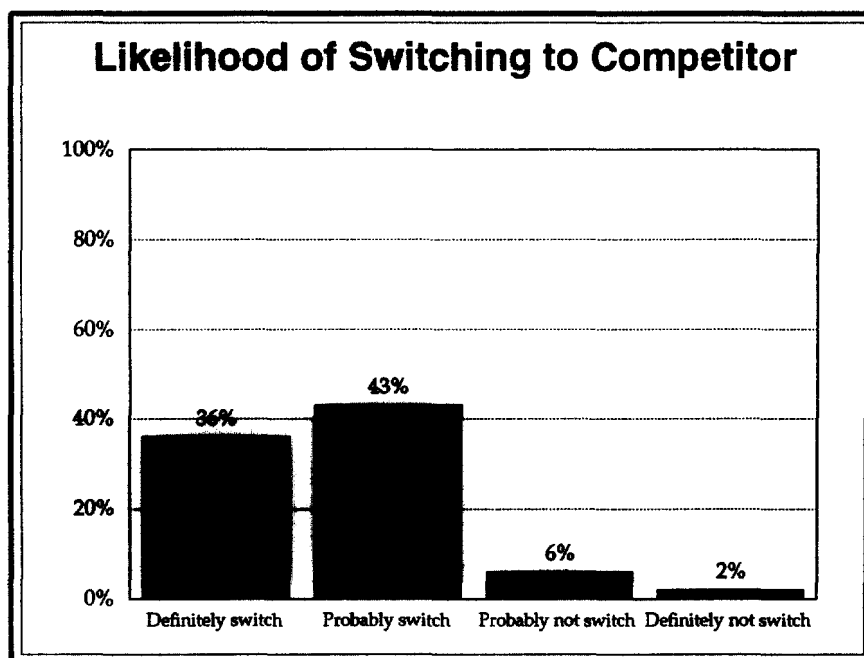
## V. Reaction to Dropping Channels

Even more significant than their assessment of the change in value, is subscribers' level of anger and predicted course of action. An overwhelming 81% say they would be very or pretty angry if the channels indicated were to be dropped, with Washington, DC subscribers most adamant about their feelings. Fifty-eight percent of respondents in the nation's capital indicate that they would be *very* angry with the dropping of channels, as would 46% and 44% in Denver and Seattle respectively.

And not only would subscribers be angry, they say they would be willing to take action as well. In both Washington, DC and Denver, 56% of respondents said they would definitely or probably cancel their cable service entirely if the proposed nine channels were dropped for leased access programming. In Seattle, where the affected channels number just four instead of nine, the percentage of subscribers indicating they would cancel their service is still a substantial 44%.



Perhaps most distressing is the fact that a strong majority of subscribers in all three markets indicate that they would switch their service to a competitor who was not similarly subject to the leased access regulations. In all three systems, an astounding three-quarters or more of all subscribers say they would *definitely* or *probably* switch their cable TV service to a competitor, were the opportunity available to them.



While cable companies may have angered their customers in the past with what customers felt were unjustified rate increases, that anger pales in comparison to subscriber reaction to dropping existing channels to add channels showing home shopping and infomercials.

## LEASED ACCESS PROGRAMMING ISSUES SURVEY

Hello, my name is \_\_\_\_\_, and I'm with Talmey-Drake Research, a national public opinion and market research firm in Boulder, Colorado. We're conducting a survey of people in your community about local issues and television. Do you have about five to ten minutes you could spare to answer a few questions? First I would like to confirm . . .

### SCREENER

- A. That you are 18 years old, or older, and that you are alone or jointly a head-of-household at this residence?
- Yes..... 100% ⇒ *Go to C*  
 No ..... — ⇒ *Go to B*  
 DK/NS..... — ⇒ *Go to B*
- B. Is there someone in this household, who is 18 years old, or older, who is a head-of-household, with whom I may speak?
- Yes ..... — ⇒ *Start over with new R*  
 No ..... — ⇒ *Terminate*  
 DK/NS..... — ⇒ *Terminate*
- C. And does your household currently subscribe to cable TV?
- Yes..... 100% ⇒ *Go to E*  
 No ..... — ⇒ *Go to D*  
 DK/NS..... — ⇒ *Go to D*
- D. Is there anyone in your household I could speak with who knows whether or not you subscribe to cable TV?
- Yes ..... — ⇒ *Start over with new R*  
 No ..... — ⇒ *Terminate*  
 DK/NS..... — ⇒ *Terminate*
- E. Currently, your local cable company offers its customers a choice of two different levels of service. The first is called Basic Service, and customers who take Basic Service get the over the air broadcast channels, as well as a few other channels. With the second level of service, called Expanded Basic Service, you can also watch cable only channels like Discovery, CNN, and ESPN. Off-hand, do you happen to know which level of service your household subscribes to?
- Basic Service ..... — ⇒ *Terminate*  
 Expanded Basic..... 100% ⇒ *Go to F*  
 DK/NS..... — ⇒ *Terminate*
- F. [City from sample]
- Denver..... 33%  
 Washington, DC ..... 33%  
 Seattle ..... 33%
- G. Sex? [Do not ask]
- |             | Total | DC  | Denver | Seattle |
|-------------|-------|-----|--------|---------|
| Male.....   | 50%   | 50% | 50%    | 51%     |
| Female..... | 50%   | 50% | 50%    | 49%     |

1. First-off, about how long has your household subscribed to cable TV at this location? *[Do not read]*

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Less than a year .....	19%	23%	17%	18%
1 - 2 years .....	24%	21%	28%	23%
3 - 5 years .....	28%	35%	27%	23%
6 - 10 years.....	19%	17%	18%	22%
11 - 15 years.....	5%	3%	5%	9%
16 years or more .....	3%	1%	2%	5%
DK/NS.....	2%	1%	4%	1%

2. And overall, how satisfied would you say you are with the variety of programming you receive on cable TV? Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the variety of programming you receive on cable?

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Very satisfied.....	23%	23%	23%	22%
Somewhat satisfied.....	51%	48%	56%	50%
Neither satisfied nor dissatisfied .....	3%	3%	4%	1% ⇒ <i>No prompt</i>
Somewhat dissatisfied.....	18%	21%	13%	21%
Very dissatisfied .....	5%	5%	4%	5%

3. I am now going to read you a list of the different types of programming that you can get on cable TV, such as movies, sports, news and so forth. After I read each one, please tell me whether you feel there are too many or too few channels showing that type of programming. If you feel that the number of channels showing that type of programming is about right, just say so. The first is. . .

*[Randomize]*

	<u>Too Many</u>	<u>Too Few</u>	<u>About Right Number</u>	<u>DK/NS</u>
<b>Movies</b>				
Total.....	8%	31%	59%	3%
DC.....	10%	31%	57%	2%
Denver.....	6%	33%	58%	2%
Seattle.....	8%	28%	61%	4%
<b>Sports</b>				
Total.....	19%	18%	61%	3%
DC.....	20%	19%	59%	3%
Denver.....	22%	14%	61%	3%
Seattle.....	15%	21%	62%	2%
<b>Educational programming</b>				
Total.....	1%	62%	35%	3%
DC.....	1%	69%	28%	3%
Denver.....	1%	56%	39%	4%
Seattle.....	0%	60%	37%	3%

	<u>Too Many</u>	<u>Too Few</u>	<u>About Right Number</u>	<u>DK/ NS</u>
<b>News &amp; Information</b>				
<b>Total</b> .....	13%	9%	78%	0%
<b>DC</b> .....	11%	13%	76%	1%
<b>Denver</b> .....	12%	7%	82%	0%
<b>Seattle</b> .....	16%	8%	76%	0%
<b>Religious programming</b>				
<b>Total</b> .....	27%	13%	47%	13%
<b>DC</b> .....	20%	22%	46%	13%
<b>Denver</b> .....	30%	10%	44%	17%
<b>Seattle</b> .....	32%	7%	53%	8%
<b>Children's programming</b>				
<b>Total</b> .....	4%	42%	37%	17%
<b>DC</b> .....	4%	47%	34%	15%
<b>Denver</b> .....	3%	40%	35%	21%
<b>Seattle</b> .....	4%	39%	42%	15%
<b>Arts &amp; Culture</b>				
<b>Total</b> .....	3%	50%	43%	5%
<b>DC</b> .....	3%	56%	38%	3%
<b>Denver</b> .....	3%	46%	44%	7%
<b>Seattle</b> .....	2%	47%	46%	5%
<b>Science &amp; Documentary</b>				
<b>Total</b> .....	1%	52%	45%	3%
<b>DC</b> .....	1%	52%	44%	3%
<b>Denver</b> .....	1%	49%	47%	3%
<b>Seattle</b> .....	1%	54%	43%	2%
<b>Weather Information</b>				
<b>Total</b> .....	5%	11%	81%	3%
<b>DC</b> .....	5%	7%	87%	2%
<b>Denver</b> .....	2%	12%	82%	4%
<b>Seattle</b> .....	8%	15%	75%	2%
<b>National, state &amp; local government affairs</b>				
<b>Total</b> .....	12%	18%	66%	5%
<b>DC</b> .....	17%	18%	61%	4%
<b>Denver</b> .....	6%	18%	69%	7%
<b>Seattle</b> .....	11%	17%	66%	5%
<b>Public, educational &amp; governmental access</b>				
<b>Total</b> .....	9%	28%	57%	6%
<b>DC</b> .....	13%	31%	51%	5%
<b>Denver</b> .....	6%	26%	59%	10%
<b>Seattle</b> .....	8%	28%	61%	4%

	<u>Too Many</u>	<u>Too Few</u>	<u>About Right Number</u>	<u>DK/ NS</u>
Home shopping				
<b>Total</b> .....	49%	4%	35%	13%
<b>DC</b> .....	57%	3%	27%	13%
<b>Denver</b> .....	50%	3%	33%	15%
<b>Seattle</b> .....	39%	5%	44%	12%

Program length commercials called infomercials				
<b>Total</b> .....	76%	2%	12%	9%
<b>DC</b> .....	73%	3%	16%	7%
<b>Denver</b> .....	78%	2%	10%	11%
<b>Seattle</b> .....	78%	1%	11%	10%

4. On a related subject, the federal governmental agency that has authority to regulate the cable TV companies is called the Federal Communications Commission, or FCC for short. Currently the FCC is reviewing its regulations on how much the cable companies can charge independent companies to lease channels on their cable system. If the FCC sets very low lease rates, a number of independent programmers will want to lease channels, and federal law will require your cable company to lease up to [nine/nine/four] of its existing channels in the [Washington, DC/Denver/Seattle] area to these companies. These companies could then determine what types of programming they would offer. Off-hand, have you read or heard anything about this proposal being considered by the FCC?

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Yes.....	37%	37%	42%	31%
No.....	63%	62%	57%	69%
DK/NS.....	1%	1%	1%	0%

5. If these new regulations go into effect, your local cable company will have to choose which [nine/nine/four] existing channels to take off. And based on the companies that are currently requesting to lease channels from your local cable company, it is likely that most of the leased channels will be home shopping channels or channels that show program length commercials, called infomercials.

If your local cable company were required to lease out [nine/nine/four] of its existing channels, they would most likely drop the following [nine/nine/four] channels in the [Washington, DC/Denver/Seattle] area in order to make room for these leased channels:

<u>Washington, DC</u>	<u>Denver</u>	<u>Seattle</u>
FX, Ch. 43	C-Span, Ch. 26	FX, Ch. 15
Lifetime, Ch. 52	FX, Ch. 27	Lifetime and the International
The Learning Channel, Ch. 53	E! Entertainment TV, Ch 30	Channel, which share Ch. 33
Bravo! , Ch. 54	VH-1 and the Comedy Channel,	CNBC, Ch. 34
The Weather Channel, Ch. 55	which share Ch. 31	CNN's Headline News, Ch. 38
Faith & Values, Ch. 56	CNBC, Ch. 35	
Character Generator, Ch. 57	Bravo! , Ch. 36	
VH-1, Ch. 61	Court TV, Ch. 42	
The Box, Ch. 62	ESPN2, Ch. 46	
	QVC, Ch. 47	

Now suppose that these specific [nine/nine/four] channels I just read to you had to be dropped, and they were replaced by channels showing mostly home shopping or program length infomercials. How would this affect the value of your cable TV service? Would dropping these channels to allow independent companies to lease channels showing mostly home shopping or program length infomercials [Read list]

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Very substantially increase the value of your cable TV service to you.....	1%	0%	1%	1%
Substantially increase the value of your cable TV service to you ...	0%	1%	0%	1%
Slightly increase the value of your cable TV service to you.....	0%	0%	1%	0%
Not affect the value of your cable TV service to you one way or another.....	7%	7%	4%	9%
Slightly lower the value of your cable TV service to you .....	10%	11%	12%	8%
Substantially lower the value of your cable TV service to you .....	24%	23%	21%	29%
Very substantially lower the value of your cable TV service to you.....	56%	58%	58%	53%
DK/NS.....	2%	1%	4%	1%

6. Now suppose your local cable company dropped the [nine/nine/four] existing channels mentioned above, in order to lease to an independent company [nine/nine/four] channels showing mostly home shopping or program length infomercials. What would your reaction be? Would you be very angry, pretty angry, not too angry or not at all angry?

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Very angry .....	49%	58%	46%	44% ⇒ Go to 6a
Pretty angry .....	32%	23%	35%	37% ⇒ Go to 6a
Not too angry .....	8%	7%	10%	7% ⇒ Go to 6a
Not at all angry.....	9%	11%	7%	10% ⇒ Go to Demos
DK/NS.....	1%	1%	2%	1% ⇒ Go to 6a



- 6a. When you say you [would be very angry/would be pretty angry/not too angry/don't know what your reaction would be], how likely would your household be to cancel your cable TV if your local cable company dropped these [nine/nine/four] channels in order to add [nine/nine/four] other channels showing mostly home or program length infomercials? Would your household definitely, probably, probably not or definitely not cancel your cable TV?

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Definitely .....	25%	32%	24%	19%
Probably .....	27%	24%	32%	25%
Probably not .....	27%	22%	28%	32%
Definitely not .....	7%	8%	5%	8%
DK/NS .....	5%	4%	4%	7%
Not at all angry in Question 6 .....	9%	11%	7%	10%

7. Now suppose that there were another company that provided video programming services in the [Washington, DC/Denver/Seattle] area, and that they offered all the same channels you currently receive, at a price comparable to what you now pay. The only difference is that this other video programming company would not be required to lease out [nine/nine/four] of its channels. How likely would you be to switch to this to this other company? Would you definitely switch to this other video provider, probably switch, probably not switch or would you definitely not switch to this other video provider?

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
Definitely switch .....	36%	39%	34%	34%
Probably switch.....	43%	39%	46%	42%
Probably not switch .....	6%	7%	5%	6%
Definitely not switch.....	2%	1%	2%	1%
DK/NS/wait and see.....	5%	3%	6%	7%
Not at all angry in Question 6 .....	9%	11%	7%	10%

Our last questions are about you and your family. The answers to these questions will help us statistically classify the results we obtain and will only be used when combined with the hundreds of other interviews conducted for this survey. If I come to a question that you prefer not to answer, please just say so, and I will move on to the next question.

- D1. Some people are always following what's going on in politics and public affairs. Others just aren't that interested. Do you follow what's going on politically and in government all of the time, most of the time, some of the time or almost never?

	<u>Total</u>	<u>DC</u>	<u>Denver</u>	<u>Seattle</u>
All of the time.....	20%	28%	16%	16%
Most of the time.....	41%	37%	44%	41%
Some of the time .....	32%	28%	34%	33%
Almost never.....	7%	7%	6%	9%
DK/NS/Refused .....	1%	1%	1%	0%